

TRAINING AGENDA **MARKET MANAGERS** **APRIL 7 - 11, 1997**

Monday, April 7

12:00 - 1:00	Lunch on own in Atrium Deli Bar - (May charge to your room)	
1:00 - 1:45	Introductions & Overview of Field Marketing & Confidentiality	Randy
1:45 - 2:15	Philip Morris Overview and Program Review	Donna
	(PM Structure, Marlboro Attributes, Program Goals)	
2:15 - 2:45	Program Timeline & what it expected in upcoming weeks	Andy
2:45 - 3:00	Break	
3:00 - 5:00	A Day in the Life of an SPR	Randy
5:00 - 5:30	Market Manager Responsibilities	Jeff
5:30 - 6:30	Break	
6:30 - 8:00	Group Dinner in Maple Room	

Tuesday, April 8

8:30 - 9:30	A Day in the Life of a Market Manager	Randy
9:30 - 10:30	Handling Difficult Customers, Protests, Media, Guidelines	Tara Carraro
10:30 - 10:45	Break	
10:45 - 11:30	Municipal Codes, Permits, Sites near Places of Worship, Schools	Virginia Murphy
11:30 - 12:00	Questions & Answers	
12:00 - 1:00	Lunch	
1:00 - 3:00	Miles Redemption Program & What to Watch for	Mike Mancuso
3:00 - 3:15	Break	
3:15 - 4:00	Role Playing	Group
4:00 - 5:00	Warehouse Day and Inventory Management	Jeff/Andy
	Dinner on your own	

Wednesday, April 9

8:30 - 10:00	Ad Placement, Screening, Interviewing, Making Contingent Offer	Steve/Kelly
10:00 - 10:15	Break	
10:15 - 11:15	Drug & Background Checks	Ernie Jones
11:15 - 12:00	Fundamentals of Interviewing, Legal & Appropriate Questions	Kelly/Steve
12:00 - 1:00	Lunch	
1:00 - 1:45	Confirming the offer, New Hire Procedures, New Hire processing	Kelly/Yasmine
1:45 - 2:30	Market Manager Payroll, Expense Guidelines & Reimbursement	Yasmine/Mike
2:30 - 3:00	SPR Payroll & Expense Reimbursement	Mike/Yasmine
3:00 - 3:15	Break	
3:00 - 4:15	Legal Issues & Procedures for Disciplinary Actions & Terminations	HR
4:15 - 5:00	Overview of Computer System & Functions	Mort
	Dinner on Own	

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Thursday, April 10 Group Break Outs - 3.25 hours each

8:00 - 11:30	First Session
11:30 - 12:00	Lunch
12:00 - 3:00	Session Two
3:00 - 6:00	Session Three
6:00 - 7:00	Break
7:00 - 8:30	Group Dinner

Computer & Reporting Session
Hardware, Software, Internet, Microsoft, E-Mail, Transmitting

Mort

Pagers & Field Visits Session
Pager Training, Field Scenarios, Field Reports, Accidents
Miscellaneous Forms & Warehouse Day

Jeff/Andy

Lighter Training & Role Playing
Kiosk Assembly, Survey Generation, Tracking Incentives

Randy

Friday, April 11

7:00 - 8:30	Region Manager Meeting
8:30 - 9:00	SPR Trainings, How to conduct & Who to Invite
9:00 - 9:30	Program Wrap-Up
9:30 - 12:00	Presentations by Market Managers
12:00 - 1:00	Questions & Answers
1:00	Lunch & Airport

Randy/Andy

Jeff

Market Managers

Group

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